

Visit Los Osos/Baywood
(Los Osos, Baywood Park, uninc. Morro Bay
Local Fund Advisory Board)

Minutes

July 17, 2012 – Back Bay Inn, Los Osos

Board Members Present:

Maggie Juren, Beach-N-Bay Getaways
Bill Lee, Back Bay Inn
Hal Schmitt, Light Workshops
Gary Setting, Sea Pines Golf Resort

Others Present:

Mark Elterman, Mental Marketing
Victoria Schmitt, Light Workshops
Diane Strachen, Positive Futures (Stewardship Traveler)

Absent: Alex Benson, Baywood Inn (excused)

CBID: Cheryl Cuming (CAO)

1. **Call to Order:** By Chair Gary Setting at 10:10 a.m.
2. **Public Comment:** None
3. **Consent Items:**
 - a. Approval of Minutes 6/26/12 Meeting: Bill Lee made a motion to approve the Minutes of the June 26, 2012 meeting with no additions or corrections. Hal Schmitt seconded the motion; motion passed with no one abstaining or opposed.
4. **CBID Update and Financials:**
 - a. YTD TOT (Jan. – May) for Los Osos/Baywood Park/Uninc. Morro Bay is up 31.7% (105% in the month of May year-over-year). As of July 1st, TOT will be reported on a quarterly, accrual basis; therefore, the next TOT report will be in November.
 - b. Contribution percentage in the month of May was 3.39%. Administrative costs, the filter functionality API feed, the Central Coast Oyster Festival, and the visitlosososbaywood.com url were processed in May. Current available funds are \$31,279.84. Funding after anticipated costs are \$28,054.84.
 - c. Mark Elterman and Bill Stanfill, of Mental Marketing, is now one of the core marketing firms (along with TGA Advertising) for the CBID for a 24-month marketing plan.
5. **Committee Reports:**
 - a. Events and Marketing: Victoria just returned from Alaska, but is in the process of obtaining bids for the tri-fold brochure and map. No further report at this time.
 - b. Beautification and Outreach: No report at this time, as Alex was absent.
6. **Action/Discussion Items:**
 - a. CBID Programs Presentation: Discussion and Approval
 - i. Cheryl Cuming & Diane Strachan – Stewardship Traveler Program: Cheryl briefly discussed the program and also introduced Diane and her background to the Board. Diane has a consulting firm and will be working with the CBID for the next 2 years. The STP “is a key differentiating marketing strategy that will increase and retain visitors in the CBID region with a primary focus on lodging properties. The strategy serves to benefit our economy, natural surroundings, and local communities. The STP strategy inspires visitors and residents alike to deepen their WCC experiences, learn more, and help care for the region’s natural and cultural heritage”. The 3 criteria/elements that should be included in an STP Activity are: *Connection Activities* (able to provide visitor opportunities for authentic connections to place, people, natural, and cultural heritage), *Learning Activities* (able to provide visitor opportunities for learning about natural and cultural history, and/or some skill development/insight, and/or personal/family development),

and *Caring Activities* (able to provide opportunities for the visitor to express some form of care (stewardship) for nature and/or the local culture/history. Can be experiential (doing) and/or financial (donation) opportunity). Diane gave a presentation regarding the Stewardship Traveler Program as well as distributed an "At a Glance" write up to further detail the program itself, its benefits, and provide more information overall. She also distributed a STP Asset Worksheet, which provided examples of local area STP Activities and a section that can be completed by each Board's "Point Person" to begin the process of identifying and creating a STP Activity in Los Osos and Baywood (attractions discussed included the Elfin Forest, Montana de Oro, the California Trail, Pygmy Oaks, and the Estuary). These forms can be obtained from Melissa, Cheryl, or Diane. Bill Lee volunteered to be the "Point Person" for Los Osos/Baywood. A meeting will be held with Diane, Cheryl, and the "Point Persons" on July 19th from 3:00 p.m. – 5:00 p.m. at the Apple Farm to further discuss the Stewardship Traveler Program.

- ii. Cheryl Cuming & Mark Elterman – Discovery Route at Sunset Savor: Cheryl explained the CBID's involvement with Sunset Savor the Central Coast and the creation of the Wine Coast Country Discovery Route (10 Destinations, 1 Fantastic Vacation). The route will be launched at Sunset Savor. Mark mentioned that there will also be a Mobile App of the Route, which is currently in development. With the CBID's sponsorship of Sunset Savor, 7 booth spaces will be provided within the Main Event's Central Coast Pavilion. The VCB has agreed to implement the CBID's Discovery Route into the Pavilion and name it "The Original Road Trip". Los Osos/Baywood Park will have its own booth, provided by the CBID as well as additional features for a total value of \$7,500. The CBID has requested that each Local Fund have a Region Integration into the overall representation. Cheryl encouraged the Board to bring the booth to "life" with a hands-on experience (ex: dig for sea glass), visually connect the consumer to the experience of your region (ex: pictures of Los Osos and Baywood, handout, etc...), give consumer a reason to visit the booth (the CBID will provide a recipe sleeve and will request that each area provide a local area-related recipe so that the consumer can collect a recipe from each region), provide area-specific handouts, and participate in two giveaways. The "Ultimate Road Trip Giveaway" will include a lodging voucher from the Visitor's Conference Bureau, Restaurant vouchers from each local area, Activity vouchers from each local area, and a special gift from the area to welcome guests. Cheryl provided paperwork that included all of this information in addition to other details, such as what has been provided for each local area through the CBID, the elements that the booths will need to consist of, steps of how to proceed with the process, and contact information (Molly Cano of the VCB, Cheryl's information, and Mark Elterman of Mental Marketing). This paperwork can be obtained from Melissa or Cheryl. The VCB has recommended each local area budget approximately \$2,000 - \$3,000 for booth expenses (décor, props, etc...). It was mentioned that there is no need for each local area's booth to collect consumer's information, as it will be collected by the CBID through the Package Giveaway. Maggie and/or Victoria volunteered to be on the conference call discussing this further on July 18th from 3:00 – 4:00 p.m. Bill suggested that the Board schedule a Special Meeting to discuss and brainstorm the booth and booth budget. Maggie Juren made a motion to authorize an amount not to exceed \$3000 for creation of the Sunset Savor the Central Coast booth. Discussion included giving the Marketing Committee authorization to spend these funds as they see fit in regards to creating and decorating the booth (funding applications are not necessary – just a list of what is planning on being spent along with invoices and/or receipts). Hal Schmitt seconded the motion; motion passed with no one abstaining or opposed.
- b. Approve Funding of Post Office Box: As a Public Entity, it is required that the Board have a mailing address. The approximate cost is less than \$100/year. Maggie Juren made a motion to approve funding for up to \$100 per year for a Post Office box. Bill Lee seconded the motion; motion carried with no one abstaining or opposed.

7. Future Agenda Items/New Business:

- a. Approve to dismiss Hal Schmitt from Board/Approve to accept Victoria Schmitt as Board Member: The dismissal of Hal is primarily due to attendance issues. The Board vacancy will be posted on July 18th. The addition of Victoria Schmitt as a Board Member will be an approval item on the Board of Supervisor's Agenda in August. Hal Schmitt made a motion to accept Victoria Schmitt as a Board member; Maggie Juren seconded the motion. Motion carried with no one abstaining or opposed.
- b. Approval of Scope for Tri-Fold Brochure: This will be tabled until the August meeting as the Scope has not yet been completed.
- c. 24-month CBID Marketing Plan
- d. Brainstorm Future Project Ideas
 - i. Sunset Savor Friday Adventure Tour 2013: This will be an ongoing Agenda item; however, the Board's primary focus will be the Sunset Savor booth in 2012. Victoria mentioned that it may be a good idea to put together a short survey of which activities consumers would be interested in participating in. Cheryl said the CBID could do something along those lines with the Ultimate Package Giveaway, as this information would be useful for other areas as well.
 - ii. Morro Bay Harbor Festival 2013 – Partnership with MB BID
 1. Coordinating Los Osos/Baywood Event (ex: Pancake Breakfast)
 2. Trolley through Los Osos/Baywood from Morro Bay: Gary obtained the information for the appropriate contact person. The trolley runs Friday through Monday – hours vary depending on the day and holiday season. There are a couple of different routes. Gary will reach out to the City of Morro Bay and Morro Bay City Foundation. Advertising and Rental opportunities are available; Gary will report further at the next meeting.

8. Special Board Meeting:

Date: Tuesday, July 31st, 2012
Time: 10:00 a.m.
Location: Back Bay Inn, Los Osos

Next Visit Los Osos/Baywood Meeting

Date: Tuesday, August 28th, 2012
Time: 10:00 a.m. – 11:30 a.m.
Location: Sea Pines Golf Resort, Los Osos

9. Closing Comments: None

10. Adjournment

The meeting was adjourned at 11:33 a.m. (Bill, Hal)